



Tel: 0330 335 8100 (local rate)  
Email: [franchise@worldoptions.co.uk](mailto:franchise@worldoptions.co.uk)  
Web: [www.worldoptions.co.uk/franchise.html](http://www.worldoptions.co.uk/franchise.html)

World Options Ltd  
Linked 665 Business Centre, Todd Hall Road  
Carrs Industrial Estate, Haslingden  
Lancashire, BB4 5HU

# FRANCHISE OPPORTUNITIES

Your Passport to The World





## Unique software solutions.

1. Our Franchise Portal connects with leading Carriers around the world. Information, latest offers and comparative rates at your fingertips, literally within a matter of seconds.
2. The Portal has a quote comparison between the carriers. This is a very powerful tool in customers hands, and has the ability to assist in making options visibly easier and quicker.
3. A central CRM (Customer Relationship Management - a database of all leads, prospects and customers, and much more) that allows you to focus your time on important prospects giving you the tools to convert these prospects to customers.
4. A real time customer service offering that keeps you informed of the latest update and keeps your customers happy and wanting to do business with you.
5. Moment by moment access to customer reports allowing you to see turnover and your margin made from your customers, monitor and manage the growth, development and progress of your customer by having their activity available to you, instantly.
6. An iPad to demonstrate to prospective customers, not only the exceptional service and multiple choices, but be able to demonstrate real cost savings at a glance, instantly. This allows you as the franchise owner to be in the driving seat for your own business with all the tools you need.

## How much does a World Options franchise cost?

A typical World Options franchise can be fully operational for as little as £24,995.

Franchisees don't have to invest large sums in expensive facilities to support their business. Also, the business brand is streamlined so that money isn't wasted on non-recoverable assets.

The total initial investment will depend on factors including personal living costs. The franchise agreement is for 5 years and renewable every 5 years (subject to terms and conditions).

The Management Fee is twenty per cent (20%) plus VAT at the prevailing rate, of Gross profit Margin not turnover. In order for us to be profitable we must help you be profitable. This to be calculated on the basis of the given months performance.

In recognition of effort, if in any given month the franchisee's Gross Margin exceeds £10,000 World Options will reduce the Management Fee to eighteen and one half per cent (18.5%) on all products and services for that month, and in addition, should the franchisee's Gross Margin exceed £20,000 in any month World Options will reduce the Management Fee to sixteen and one half per cent (16.5%) on all products and services for that month. The Management Fee covers the general costs associated with running the franchise network and centrally managing client invoicing and payments.



## What is a non-exclusive franchise?

A non-exclusive franchise allows you to offer World Options products and services literally anywhere in the UK. There are no territorial or geographical restrictions regardless of where you are. Clearly defined rules of engagement means the possibility of duplicating prospects is extremely rare.

### Reasons for a non-exclusive franchise system:

- Enables a franchisee to capitalize on relationships they may have outside of their own territory. This can benefit the entire network by increasing brand visibility.
- Allows for highly motivated franchisees to generate additional sales.
- Facilitates franchisees collaborating on projects.
- Can help generate regional accounts with multiple customers or locations that can extend into other territories.

## A business you can work from home.

In the initial stages of running your franchise business, there is no need to incur additional costs by renting office space. At World Options our Management team are all experienced in setting up small to medium businesses and know something of the expenses involved. This is why we have worked hard in setting up a turnkey business which suits your budget. You can run a successful World Options franchise comfortably from home requiring little more than a desk, a chair, a computer and a telephone.

### Stated advantages to being your own boss and working from home:

- I can be here for my family and manage my time so when we're together it's quality time.
- I am more productive.
- It's easier to plan my day.
- I don't have to commute.
- I find my home-based work environment significantly less stressful than any of the corporate jobs I've had in my life.
- I can schedule downtime, days off and holidays when it's convenient for me.
- I eat healthier (and save money at the same time).
- I am in complete control of my own income.
- No office politics (well, for the most part).
- I get to do what I love to do every single day.
- There are tax advantages because I can deduct some of my home's operating expenses as business expenses.



## How much can I earn?

The answer to this question depends very much on you as an individual, your drive, commitment and work ethic. Parttime, casual effort will more often than not produce parttime, casual results. Your World Options franchise becomes your business and is therefore deserving of your time, talent and energy in order to develop and grow. We have a proven business concept that has been piloted and tested over several years, which will enable us to demonstrate to you, that the potential to make an exceptional income is available to you if you work the plan and follow the training programme.

### **A World Options franchise allows you to build real residual income.**

At World Options we are able to demonstrate that hard work really does pay.

### **Some of the advantages of a World Options residual income stream are:**

With their own unique account number, provided by you and fully visible to you as a franchisee, your customers have the ability to book their own collections without you actually being present. Even when you're not there, you can still be making money.

Making money shouldn't be the primary focus of life. But residual income allows you to make financial choices, do other important things with your time and focus on things which matter most to you.

A residual income with World Options is not dependent on where you live. In fact with a Non-exclusive World Options franchise it doesn't matter where you live. You can live wherever you like and still make money as long as your customers continue to use World Options products and services.

## What kind of support can I expect?

At World Options we are looking for not just "another" franchisee, but actually business partners, who can assist us in developing and maintaining a strong, healthy, profitable business. This comes not only through hard work, but also a spirit of cooperation and working together in the sharing of ideas and best practices. Our TEAM (Together Everyone Achieves More) philosophy is a principle we adhere to, and incorporate into our code of ethics.

We recognise particularly in the initial stages, you will need plenty of training and support. We pride ourselves in a support centre where members of staff are committed to excellence in customer service and have years of expertise in both the industry and franchising to assist you as often as necessary. We want to help you establish and grow your business successfully.

We have a fully centralised system, which means we invoice your customers and collect payments on your behalf so you can focus on the all important responsibility of selling your products and services and building relationships with your customers. One of the biggest practical differences between a simple distribution scheme and a fully fledged business format franchise is the extent of the initial and continuing support services offered by franchisors to franchisees.

